









Creating a "Brand" for the Plan

Existing Plan BTV Logos:







Plan Name Discussion:

- WalkBikeBTV Plan?
- WalkBikeBTV Action Plan?

Draft Workshop Poster:



www.WalkBikePlanBTV.org







Website + Social Media Roll-Out

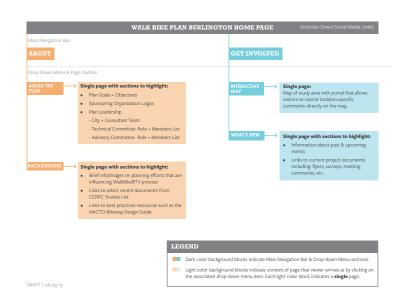
Outreach Plan Components:

- Dedicated plan website
- Social Media Feeds (Facebook, Twitter, Instagram?)
- Options RSVP Pages for July Events via Eventbrite
- Save the Date social media "meme"
- WalkBikeBTV Survey (Survey Monkey)
- Press Releases
- Op-Ed? (Burlington Free Press or other?)
- Media Kick-off Event

Discussion:

- Outreach Plan we need your help!
- Website Contents
- Press Kick-off Event

Draft Website Plan: (see handout)



What is Tactical Urbanism?

Tactical Urbanism:

A city, organizational, and/or citizenled approach to neighborhood building using short-term, low-cost, and scalable interventions intended to catalyze long-term change.

TOP DOWN

Mayors | City Councilors | Municipal Departments

TACTICAL URBANISM

Developers

Entrepreneurs

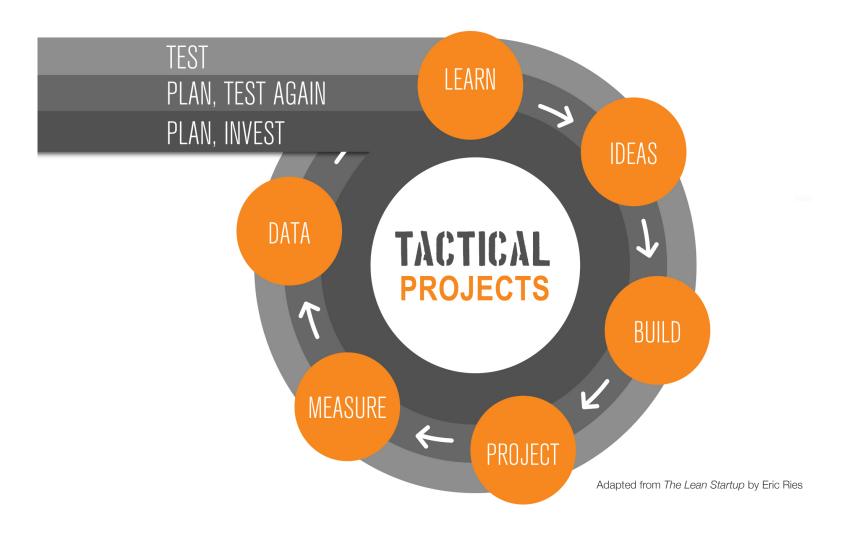
Business Improvement Districts

Advocacy Organizations
Artists
Planning + Design Firms

BOTTOM UP

Citizen Activists | Community Groups | Neighborhood Organizations

BUILD, MEASURE, LEARN



Ponderay, Idaho





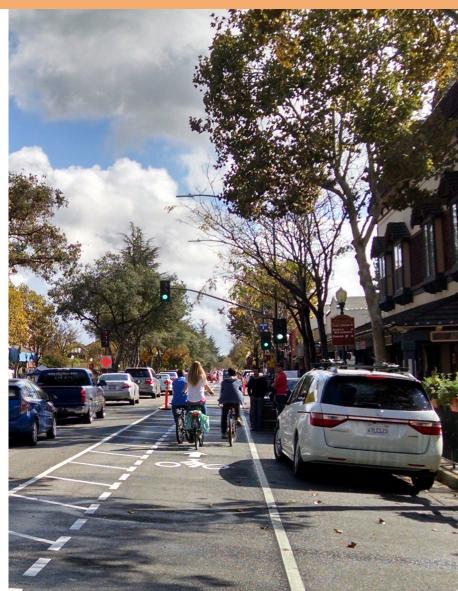




Morgan Hill, CA





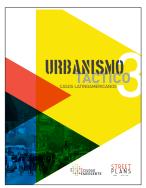


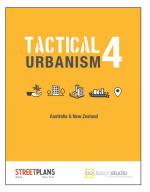
More Information on Tactical Urbanism

Four Open-Source Guides:









FREE Download at: http://tacticalurbanismguide.com/

One Full-Length Book:

"Tactical Urbanism demonstrates the huge power of thinking small about our cities. It shows how, with a little imagination and the resources at hand, cities can unlock the full potential of their streets."

—Janette Sadik-Khan



Short-term Action for Long-term Change

MIKE LYDON & ANTHONY GARCIA

FOREWORD BY ANDRÉS DUANY